



## Women's Health Screening Events in Southeast Missouri

### Public Health Problem

Southeast Missouri is a large rural area with limited medical services. Low socioeconomic status, as well as high insurance premiums and deductibles, have prevented underserved women from receiving breast and cervical cancer screening and diagnostic services.

### Taking Action

In 2004, four different events were held in eight rural locations in Southeast Missouri. BJH brought staff and a mobile mammography unit from St. Louis to work with local SMHW providers. These Women's Health Days were advertised through the media, church bulletins, flyers, and word of mouth.

A task force, which was created to help alleviate this burden, collaborated with Barnes Jewish Hospital (BJH) to help increase awareness about the availability of screening services through the state's Show Me Healthy Women (SMHW) program. The task force enlisted the aid of local church groups; the American Cancer Society; cancer support groups; local radio stations and newspapers; and Caring Communities, a grassroots coalition that provides resources for community members. Special women's health screening events, scheduled for one to three days each, were planned to assure free mammograms, free clinical breast examinations, free Papanicolaou (Pap) screening, and instruction in breast self-exams for SMHW-eligible women.

### Implications and Impact

Through the women's health screening events, a total of 459 women have received screening mammograms, clinical breast examinations, and instruction in self-breast exams, as well as 157 Pap tests. All abnormal findings were followed, and clients were referred for care as needed. Eleven breast cancers were found and these women were enrolled in BCCPT. Data on follow-up screenings will be available next year when the project is continued. Outcomes from this project are being prepared to share with other SMHW case managers for use in other areas of the state. The Missouri Cancer Consortium (MCC), which is developing a statewide comprehensive cancer control plan, will use this program's materials, approaches, and evaluation methods as a model for promoting breast and cervical cancer control screening and diagnostic services for underserved women in Missouri.

### Contact Information

Missouri Department of Health and Senior Services, Cancer Control Unit, SMHW Program  
 920 Wildwood, Jefferson City, MO 65109  
 Phone: (573) 522-2845 [www.dhss.state.mo.us/BCCCPManual](http://www.dhss.state.mo.us/BCCCPManual)  
<http://www.cdc.gov/nccdphp/exemplary>